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NEW ORIGINATIONS IN GLADIOLI

CECIL E. HOUDYSHIEL, LA VERNE, CALIF.

FIFTY CENT BULB FREE TO ALL!

Here's how. Just write a post card (or letter) to each of ten flower loving friends. Use the following words exactly—do not add or take away, nor give any other explanation.

Dear _____

Knowing how much you love flowers, I thought you might be interested in a Gladiolus Price List that I have just received from Cecil E. Houdyshiel, La Verne, Calif. He is the originator of the famous Gladiolus Los Angeles and others, and the list contains over 100 of the best varieties, reasonably priced. I am sending him my own order and I know he will be glad to send you his list.

Sign your name.

Then send me your order for at least \$1.00 and state that you have complied exactly with this requirement and I will include a bulb of the La Verne or Mary Jane Coole, value 50c.

MAY 15 192

U. S. Department of Agriculture

Houdyshel Gladiolus List

INTRODUCTION

I am sending out brief price lists this year instead of a catalog as in former years. On account of a mild but prolonged indisposition I have not been able to write a catalog and especially not able to write an account of my trip east to the Hartford and Boston Gladiolus Shows in a continuation of "The Odyssey of a Gladiolus Grower."

This also co-ordinates with a general plan of economy which will enable me to knock off from a cent to several cents on the price of each bulb.

So many have praised the "Odyssey" (not Homer's—no one praises that any more) that I here make promise of its continuation at some time in the future.

This price list goes to about 20,000 old customers or applicants. IF YOU WANT NEXT YEAR'S CATALOG you must either buy bulbs from this or write me a post card asking to be kept on my mailing list. All other names will be dropped.

Later this spring I will put out a price list of Iris and other bulbs. It will be sent only to those who ask for it. It will price about 200 wonderful new IRISES. The wonderful new colors and great beauty of modern Iris will surprise you if you have not seen them. My prices are reduced to a real "bargain basement" level.

SIZE OF BULBS

As far as possible I try to sell only bulbs grown from very small bulbs or bulblets and one inch or more in diameter. Many dealers sell larger bulbs than I do, but all experts know that old flat-bulbs are not to be compared to smaller, high crowned, young bulbs.

GUARANTEE

I guarantee my bulbs to be true to name and to be in a healthy growing condition. I will replace two for one any that do not prove to be so.

PREMIUMS

We include good count and extras at least to the amount of 10 per cent, in orders over \$1.00. We aim to treat you a little better than anyone else but not to talk too much about it.

KICKS

We get a few. We want to know about our mistakes, and to correct them. About once a year we get a discourteous letter. We always feel sorry for the writer. Call Mr. Houdyshel's personal attention to errors, please.

SUBSTITUTION

Experience seems to indicate that it is better to substitute a similar and if possible a better variety when out

of an item ordered. We also add an extra or in some way give a little more value. Please advise if you object to this policy.

POSTAGE PREPAID

on orders of \$1.00 or over. On smaller orders send 7c extra for one bulb and one cent for each additional bulb.

FLOWER SOCIETIES

Join the American Gladiolus Society and get the best gladiolus magazine ever published. Dues \$2.00 per year.

The California Gladiolus Society gives so much, space prohibits description. Dues \$2.00.

The American Iris Society with many free bulletins, \$3.00 per year.

Send me the amount with your order (or even without an order). The secretary of the society will send you a membership card. We send no acknowledgment.

CECIL E. HOUDYSHEL

LaVerne, Calif.

San Dimas, Calif.

CULTURE OF GLADIOLUS

It is easy to grow fine gladioli. They prefer plenty of sun but do fairly well if slightly shaded part of day. Plant three to five inches deep and twice the diameter of the bulb apart. Rows may be 18 inches apart. Most gladioli may be planted rather close, but the Los Angeles should be given twice as much room and be given more water than other sorts, as it is a heavy feeder, and a good bulb will do at least twice as much in flower production, etc., as ordinary kinds.

Be sure to water liberally and cultivate after each rain or irrigation.

Fertilizing, if done at all, is likely to be overdone. Use sparingly. Ground bone and sheep manure are often used with good results. Plenty of water is more important.

Houdyshel Originations

- CREPE. (Prim. Grand.) Begonia rose with irregular lines of ivory running through, which give it the appearance of crepe.....75c ea.
Bulblets10c ea.
- GOLDSTONE. Rose pink with a peculiar glistening quality like the gem goldstone. I have measured flowers of this over seven inches across....\$10.00 ea.
Bulblets\$1.00 ea.
- LA VERNE. (Prim. Grand.) Cream yellow flushed pink. Carmine throat. Five and one-half feet high50c
Bulblets5c ea.

LE CYGNE. (Prim. Grand.) As pure in its whiteness as a Madonna lily. A vigorous and hardy grower, which its parent Europa is not.....\$10.00
 Bulblets\$1.00 ea.

LOS ANGELES. (Prim. Grand.) Grenadine or orange tinted pink with a darker throat. In any list of the world's finest glads the Los Angeles is usually named among the best twenty-five.

As a florist's gladiolus it has become the most popular pink variety in the few markets where it has been offered in quantity.

It is also far in advance as a landscape glad owing to its ability to produce such a large number of flowers. A bulb will produce from two to six spikes (rarely, even twice that). If planted far apart each stem will give three or four side spikes and when the whole stem is cut, a fair portion of them sends up a second growth spike with rather darker flowers. For this reason the Los Angeles was named by me the "Cut and Come Again" Gladiolus. A bed of them remains in bloom often for two or three months. It is the nearest everblooming.

If you are interested in making money in the glad business, send for wholesale bulletins about the Los Angeles.

Most of all, plant it abundantly in your garden for quantities of flowers, either for cutting or for landscape effect. In order that you may do that, we have put the price very low this year.

Price: Large Size—1 to 1 1-2 in., 25c ea.; \$2.50 per doz.; \$20.00 per 100.

Medium Size—1-2 to 1 inch, 15c ea.; \$1.50 per doz.; \$12.00 per 100.

Small Size—Every one will bloom with good culture if planted early. 10c ea.; \$1.00 per doz.; \$7.50 per 100.

Bulblets—10c per doz.; 75c per 100; \$5.00 per 1,000.

MARY JANE COOL. (Prim. Grand.) Coral pink with pomegranate purple throat. A beautiful and very vigorous variety.....50c ea.
 Bulblets5c ea.

ROSE O' CALIFORNIA. A fine clear rose, self-colored.
 Each\$2.50
 Bulblets25c ea.

SEÑOR ESPIRIDION. Geranium pink shading into rose doree, amaranth purple feather. Very tall. \$5.00 ea.
 Bulblets50c ea.

SEÑORITA LUISA. (Prim. Grand.) Color near to rose doree.\$5.00 ea.
 Bulblets50c ea.

SUNNY SONNY. (Prim.) Autumn tints of yellow and orange.\$1.00 ea.
 Bulblets25c ea.

Standard Varieties of Gladiolus

The name of the originator is given thus: (D) Diener; (K) Kunderd, etc. Primulinus hybrids are indicated (Prim.), and Primulinus Grandiflora (Prim. Grand.).

Please note prices per single bulb are given. For the dozen rate multiply the price per bulb by ten; for the hundred rate, multiply by eighty.

ADELINE KENT. (D)	Ruffled. Delicate rose pink, ranging from flesh to deep rose on the edges of petals. Throat is straw color with ruby dashes.....	15c
ADORABLE. (Prim.)	An adorable shade of pink.....	10c
ALICE TIPLADY. (K) (Prim.)	Orange saffron color....	5c
ANNA EBERIUS. (D)	Deep rhodamine purple shading into deep Bordeaux center.....	8c
ANTHONY B. KUNDERD. (K)	Ruffled. Rich cream color suffused light pink.....	10c
ARABIA. (Hinkle)	Dark mahogany red, almost black flowers	25c
ARIZONA. (K)	Rose pink.....	10c
ATHERTON. (K)	Ruffled salmon.....	10c
BARON HULOT. (Lemoine)	Dark violet.....	8c
BENGAL TIGER. (Pratt)	Red with dark tiger stripes, wonderful	10c
BERTREX. (Austin)	White with pencil stripe in throat	5c
BETTY JOY. (Bill)	Cream flushed LaFrance pink. Rates 97%.	75c
BLACK PANSY. (K)	Richest dark red with pansy markings in throat.....	10c
BLUE JAY. (Groff)	Light blue, large white spot on lower petals with yellow center.....	10c
BREAK O' DAY. (Bill)	LaFrance pink. Early, large, one of the really great new varieties.....	60c.
BUTTERFLY. (K) (Prim.)	Ruffled. A delicate salmon pink	10c
BYRON L. SMITH. (K)	White lightly suffused mallow purple, deepening to edges. Throat Marguerite yellow	8c
CAPT. BOYNTON. (Boynton)	White suffused lavender. Deeper lavender blotch on lower petal.....	15c
CARMEN SYLVA. (Prestgard)	A wonderfully fine white	8c
COWEE'S SCARLET WONDER.	Large, brilliant red..	12c
CRIMSON GLOW. (Betscher)	Glowing red scarlet....	10c
CRINKLES. (K)	Ruffled. Deep peach blossom pink..	30c
DELICATE. (Prim.)	Fine pink variety, very useful for cut flowers	10c
DIANA. (JZ)	Best commercial red.....	10c

DIENER'S AMERICAN BEAUTY. (D)	American Beauty rose color, throat cream striped with ruby.....	10c
DOROTHY WHEELER. (K) (Prim.)	Clear rose pink.....	12c
DR. F. E. BENNETT. (D)	Brilliant peach red.....	30c
E. J. SHAYLOR. (K)	Ruffled. Deep rose pink, penciled rose red in throat.....	5c
ELIZABETH TABOR. (Hickle)	Wonderfully early variety resembling Mrs. Frank Pendleton.....	10c
HENRY FORD. (D.)	Dark purple; very famous glad. Bulblets only. In California they usually bloom.....	10c per doz.
JOERG'S WHITE.	Largest and best white.....	90c
EMPRESS OF INDIA.	Dark mahogany red, almost black.....	10c
EVELYN KIRTLAND. (Austin)	Rose pink with a scarlet blotch in throat.....	8c
FERN KYLE. (K)	Large creamy white.....	20c
FIRE QUEEN. (Prim.)	Brilliant scarlet, very vivid and colorful.....	15c
FRANK J. SYMMES. (D)	Geranium pink.....	10c
GENESEE. (Davis)	Large light yellow.....	25c
GIANT NYMPH. (Coleman)	LaFrance pink.....	15c
GLADDIE BOY. (Bill)	Grenadine pink blending to a yellow center. Remarkable.....	\$1.00
GLADIS PLATH. (D)	Mallow-purple.....	10c
GLENDALE. (Davis)	American Beauty rose.....	10c
GOLD. (Hoeg)	Clear, deep yellow.....	12c
GOLD DROP. (K) (Prim.)	Marguerite yellow, deepening to primrose-yellow.....	6c
GOLDEN MEASURE. (Kelway)	Straw yellow.....	10c
GOLIATH. (Velthuys)	Dark purple maroon.....	15c
GRETCHEN ZANG. (Austin)	LaFrance pink shading to geranium pink on tips of petals. Lower petals blotched rose doree.....	5c
HERADA. (Austin)	A clear lavender mauve.....	5c
HOHENSTAUFFEN.	Cream white flushed pink. Crimson blotch in throat.....	10c
ILLUMINATOR. (Hinkle)	Brilliant carmine red, faintly suffused blue.....	20c
J. A. CARBONE. (D)	Orange salmon.....	20c
JACK LONDON. (Diener)	Light salmon with vermilion stripes.....	10c
JACOB VAN BEIJREN. (Heemskerk)	Violet self-colored.....	15c
JEWELL. (Zeestreten) (Prim.)	Salmon pink with a golden yellow throat.....	8c
LONGFELLOW. (Prestgard.)	One of the very best new pink glads.....	50c

MAIDEN'S BLUSH. (Gruellmans) (Prim.)	A delicate flesh pink. Very early.....	8c
MAJESTIC. (Hopman)	Orange, pink throat.....	10c
MARIE KUNDERD. (K)	Early ruffled white.....	10c
MARY PICKFORD. (K)	Delicate creamy-white tinted primrose in throat. Calyx and stem white.....	10c
MING TOY. (K) (Prim.)	Buff flower with yellow throat	10c
MRS. DR. NORTON. (K)	Pink with yellow throat.....	8c
MRS. F. C. PETERS. (Fischer)	Lavender pink, resembling a cattleya orchid.....	12c
MRS. FRANK PENDLETON. (K)	Bright rose pink with large pansy-like carmine blotch in throat.....	5c
MRS. LEON DOUGLAS. (D)	Ground color begonia rose striped with flame and brilliant scarlet. Lip pale lemon slightly speckled with ruby. Very large flowers. One of the very choicest.....	12c
MR. W. H. PHIPPS. (D)	Salmon rose, nearly all open, best exhibition gladiolus.....	35c
MRS. H. E. BOTHIN. (D)	Ruffled. Geranium pink with scarlet center	5c
MYSTIC. (K.)	Red, splashed white.....	12c
NINETEEN-TEN ROSE. (K.)	Rose pink.....	5c
NORA. (Velthuys)	Grayish lavender flowers. Purple stripe on lower petals.....	25c
ORANGE BRILLIANT. (Case) (Prim.)	Intense color, fine cut flower.....	10c
PEACE. (Groff)	White, Tyrian rose in throat.....	5c
PERSIA.	Almost black. Appears identical with Arabia	50c
PFITZER'S TRIUMPH.	Large orange salmon. This sensational variety retails \$5.00 and up. I don't usually list such expensive ones, but here is a bargain. Bulbs about one inch, a good size for.....	\$3.50 ea.
POLA NEGRI. (D)	Yellow and apricot.....	10c
PRIDE OF GOSHEN. (K)	Ruffled. A very large salmon or flesh-pink flower of the Glory type.....	10c
PRIMUNELLA. (K) (Prim.)	Ruffled. Color cartridge buff, suffused peach red; lower petals pinard yellow striped carmine	10c
PRINCE OF WALES. (Van Zanten)	A pure golden salmon	8c
PURPLE GLORY. (K)	Ruffled. Amaranth-purple over Tyrian rose shading into dark purple in the throat	12c
PYTHIA. (K)	Spectrum red, blotched carmine.....	15c
RADIO. (Burbank)	A fine red, narrow light stripe in center of petals. Almost lost Burbank variety. 50c	
RED FIRE. (K)	Rich pure self-colored red.....	25c

REV. EWBANK. (Velthuys)	The best light blue.....	12c
RICHARD DIENER. (D)	Geranium pink.....	15c
ROANOKE. (K) (Prim.)	A large vigorous yellow prim- ulinus	8c
ROSE ASH. (D)	Old rose overlaid and blended daphne- pink and daphne-red; base of petals straw yellow dusted eugenia red. General effect what is known as "Ashes of Roses".....	10c
ROSE GLORY. (K)	Ruffled. Pure rose pink deepening toward throat. Many times a prize winner.....	10c
ROSE LUISANTE. (Prim.)	Color same as Tulip Rose Luisante, early	15c
ROSEMARY. (Bales)	White overlaid very closely by fine hair lines and stipplings of lavender rose.....	35c
RUBINI. (Heemskirk)	Large, showy, orange scarlet with white eye.....	15c
SCHWABEN. (Pfitzer)	Large yellow.....	5c
SIDNEY PLUMMER. (Salbach)	Yellow suffused pink.	15c
SOUVENIR. (Gravereaux)	Golden yellow.....	8c
SYDONIA.	Very fine deep violet, rare.....	10c
SYMMETRY. (Burbank, 1915)	A fine dark pink.....	50c
THOS. T. KENT. (D)	Shell pink overlaid with straw- berry. Crimson streak on each petal.....	15c
TYCKO ZANG. (Austin)	Clear salmon pink with a bril- liance unsurpassed. Large flowers.....	30c
TYRIAN BEAUTY. (K)	Tyrian rose color.....	10c
VIRGINIA. (Syn. Scarlet Princeps)	(K) The richest red- scarlet color	8c
WAR. (Groff)	Deep blood red.....	8c
WHITE PIGEON. (K)	Early white.....	10c
WHITE WONDER. (Kemp)	Tall, large white.....	15c

DON'T FORGET

If you are interested send for price list of Iris and other bulbs which will come out at Iris planting time.

ALSO

If you want next year's catalog you must buy bulbs from me during this year or write a postal card requesting that your name be kept on my mailing list.

CECIL E. HOUDYSHEL,

LaVerne, California

We also use the address

San Dimas, California

Direct your letter to either place but don't use both at the same time.